

OCT 10 1921

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✓ THE GREAT IMPERSONATION ✓

✓ Photoplay in seven reels ✓

✓ From the novel by E. Phillips Oppenheim ✓

✓ Scenario by Monte M. Katterjohn ✓

✓ Directed by George Melford ✓

✓ Author of Photoplay, Famous Players Lasky  
Corporation of the U. S., under Section 62. ✓

# Exhibitors' Press Book

OCT 10 1921



Jesse L. Lasky Presents A

**George Melford**

©CIL 17066

Production

## "The Great Impersonation"

With  
**James Kirkwood**

A  
Paramount  
Picture

The story of a double impersonation that will enthrall, mystify, surprise and startle you!

One of the most absorbing tales of love and adventure ever woven into drama.

With a great supporting cast including Ann Forrest, Alan Hale, Fontaine La Rue, Winter Hall and Truly Shattuck.



From the Novel by E. Phillips Oppenheim . . . . . Photoplay by Monte M. Katterjohn



(Three-Column Press Ad 3A Above—Mats or Electros)

A George Melford  
Production

—“THE GREAT IMPERSONATION”—

A Paramount  
Picture



## Crowd-Pulling Lobby and Insert Card



### INSERT CARD

For the Exploitation of  
“THE GREAT IMPERSONATION”



*If It's a Paramount Picture, It's the Best Show in Town*

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A George Melford  
Production

—“THE GREAT IMPERSONATION”—

A Paramount  
Picture



## EXHIBITORS' PRESS BOOK

CHARLES KENMORE ULRICH, Editor



### Comments of Value to Paramount Exhibitors on “The Great Impersonation”

ANY picture bearing the imprint “George Melford Production,” is one of value to Paramount exhibitors from the box office standpoint. They know that a George Melford production represents the best the screen affords and that the investment is as certain of good financial returns as if it were secured by gilt edged gold bonds.

#### George Melford, Master Producer

Paramount pictures such as “The Sea Wolf,” “The Round-Up,” “Behold My Wife,” “The Faith Healer,” “A Wise Fool,” etc., have made the name of George Melford one of the big leaguers in film production. All of his pictures are all-star specials, founded on famous works of literature and the drama. Although each of his productions has maintained a fine standard of quality and entertainment value, it is confidently expected that “The Great Impersonation” will surpass all his previous achievements. It is a strong, forceful drama revolving around certain incidents which occurred before the great war, and while there is not a single war scene, it is a fascinating recital of the inner secrets of foreign diplomatic circles at that exciting period in world history. Mr. Melford has translated this great story to the screen, and injected into the vehicle a wealth of suspense, excitement and great dramatic value.

#### James Kirkwood, Featured Player

There are few better known or more popular screen players than James Kirkwood, who is the featured player in “The Great Impersonation.” Mr. Kirkwood is an actor with a big screen following and a player of signal artistic attainments. He began his motion picture career after eighteen years active stage work and has been seen in many notable productions. He is as good a director as he is a screen artist and many notable productions were evolved under his direction. His impersonation in “The Wise Fool” in which he was the featured player, won him great renown, but his dual role in “The Great Impersonation” unquestionably will place him in the front rank of screen actors.

#### E. Phillips Oppenheim, Author

One of the most widely read contemporaneous authors is E. Phillips Oppenheim, an English novelist, whose “Jeanne of the Marshes” served as the basis for Dorothy Dalton’s recent successful picture, “Behind Masks.” Mr. Oppenheim also is author of “The Great Impersonation,” a

### Big Features of “The Great Impersonation”

**G**EORGE MELFORD’S latest Paramount production, “The Great Impersonation” is a screen masterpiece.

It is based on a novel of the same title by E. Phillips Oppenheim. Monte M. Katterjohn wrote the continuity.

James Kirkwood is the featured player and he has a dual role of great dramatic force.

The leading woman is Ann Forrest and the supporting company is made up of screen artists.

The picture has one of the most surprising finishes ever devised. Its force will be missed unless spectators see the opening scenes. (See announcement on page 10.)

The photography by William Marshall is superb.

novel which achieved great success. Mr. Oppenheim’s novels are all fascinating stories, characterized by unusualness of plot and theme, and rich in suspense and other qualities essential to good fiction literature. Every character of “The Great Impersonation” offers a keen study in human psychology and the story is knitted together in perfect dramatic style, with a finishing punch that will delight the most blasé film audience.

#### Monte M. Katterjohn, Scenarist

Perhaps no photoplaywright was better qualified to adapt “The Great Impersonation” to the screen than Monte M. Katterjohn. All of Mr. Katterjohn’s work possesses a distinct quality of originality which lends an added charm to his adaptations. He has written many scenarios of all types, one of his latest being the screen adaptation of Elinor Glyn’s story, “The Great Moment,” which served as the first Paramount starring vehicle of Gloria Swanson. In his adaptation of “The Great Impersonation,” he has added many powerful dramatic punches, at the same time preserving intact every good screen feature of the original novel.

#### Highly Dramatic Story

The scenes of the story are laid in England and Africa before and during the

World War, but they deal only incidentally with the war by showing the political intrigues of the Kaiser and his cunning schemes to perfect his spy system in England. James Kirkwood plays the dual role of Sir Everard Dominey, an Englishman and Leopold Von Ragastein, a German spy, both characters being remarkably alike in feature and general appearance. Fate brings the two together in German East Africa and Ragastein, the better to serve the Kaiser, who is planning his onslaught against civilization, determines to have the Englishman killed by natives and impersonate him in his own country. To all appearances, the plot is carried out, and then comes a smashing climax which will surprise every spectator.

#### Picked Players in Cast

It is quite unnecessary to use a time-worn phrase and state that the cast which was chosen to portray George Melford’s production, “The Great Impersonation,” is one of the greatest ever assembled. Any film fan versed in the capabilities of the various professionals needs only to glance at the list of players who interpret the various roles in “The Great Impersonation” to realize this fact.

Foremost in this aggregation of celebrated screen artists is James Kirkwood, a veteran screen leading man, character artist and director. Ann Forrest, who is recognized as one of the leading emotional actresses of the screen, has the leading feminine role, others in the cast include Fontaine La Rue, famed for her many brilliant character interpretations, Alan Hale, Lawrence Grant, Cecil Holland, Winter Hall, Truly Shattuck, Bertram Johns, William Burriss, Temple Pigott, Louis Dumar, Frederick Vroom and Florence Midgeley.

#### William Marshall, Cameraman

The superb photography displayed in “The Great Impersonation,” was the work of William Marshall, a well known cameraman long identified with Paramount pictures. Mr. Marshall is an expert photographer and his work in Paramount pictures won him fame as screen cameraman. He photographed “The Woman Thou Gavest Me,” and “A Wise Fool,” but in his latest work his genius is displayed at its best. It is a photographic masterpiece.

## If It's a Paramount Picture, It's the Best Show in Town

Three



A George Melford  
Production

—“THE GREAT IMPERSONATION”—

A Paramount  
Picture



## Exploitation Hints that are Worth Utilizing



### HIGH SPOTS OF VALUE IN the Proper Exploitation of Picture “THE GREAT IMPERSONATION”

**E**XHIBITORS have abundant opportunities for effective exploitation of George Melford's fine Paramount picture production of “The Great Impersonation” featuring James Kirkwood. Here are some of the high spots which are worth featuring in advertisements of the picture.

#### An Ideal Screen Production

“The Great Impersonation” is one of the most ideal screen productions ever made by George Melford, the noted Paramount producer. It is a story of intrigue and international conspiracy and contains some new and most extraordinary situations. The photography is admirable.

The novel upon which the picture is based was written by E. Phillips Oppenheim, a leading novelist. His books are widely read and his style has a universal appeal. All his stories are meaty and highly original.

#### Able Players in Cast

The photoplay is interpreted by some of the screen's ablest players. James Kirkwood, famed both as a director and leading man, plays a highly exacting dual role, most difficult because of the fact that one of the characters is a German and the other an Englishman. Ann Forrest is leading woman and many other favorites are in the large cast, including Winter Hall, Truly Shattuck, Bertram Johns, Alan Hale, Lawrence Grant, William Burress, Temple Pigott, Cecil Holland, Fontaine LaRue, Louis Dumar, Frederick Vroom and Florence Midgely.

The adaptation was made by Monte M. Katterjohn, author of “The Flame of the Yukon”, and other original photoplays and numerous scenarios founded on plays and novels.

#### Settings Represent a Fortune

The picture represents a fortune in settings. These are all particularly effective and include a conception of the Kaiser's secret war chamber, where were stored models and plans of Teutonic war machines, a large castle interior, with a lavishly furnished hall and several adjoining rooms; a boudoir setting which is the replica of Marie Antoinette's boudoir and many other interesting structures supposedly laid in various parts of Europe and Africa.

### PROGRAM FACTS ABOUT Those Identified with the Picture “THE GREAT IMPERSONATION”

**Q.**—Please tell me something about George Melford's latest Paramount picture production of “The Great Impersonation.”—Film Fan.

**A.**—It is a story of pre-war days in England, Africa and Germany. The two chief characters, portrayed by James Kirkwood, are a German spy and an Englishman. Their resemblance provokes a series of remarkable incidents which make this one of the dramatic pictures of the year. It was produced by George Melford for Paramount and will be shown at this theatre soon.

#### BOOK TIE-UP

**E**XHIBITORS may find it profitable to arrange with book dealers in their towns to make window displays of the novel of “The Great Impersonation”, by E. Phillips Oppenheim. Use this placard with the display:—

#### BEFORE YOU SEE

“The Great Impersonation”  
at the..... Theatre Next  
..... Read E. Phillips  
Oppenheim's Famous Novel  
of the Same Name Upon  
Which the Picture is Based.

“The Great Impersonation”  
FOR SALE HERE

A Great Story! A Beautiful Picture

**Q.**—Who is James Kirkwood?—Curious.

**A.**—Mr. Kirkwood is a well known stage and screen favorite who was last seen in “The Wise Fool”, a George Melford Paramount production. He has a dual role of tremendous strength in “The Great Impersonation”, another Melford production soon to be displayed at this theatre.

**Q.**—Who has the leading woman's role in “The Great Impersonation”?—J. V. M.

**A.**—Ann Forrest. She played opposite James Kirkwood in “The Wise Fool”, as you will remember. She is a clever actress and has an exacting role in this new George Melford production, that of a half demented wife who recovers and finds conjugal happiness.

### MAIL EXPLOITATION OF George Melford's Production of “THE GREAT IMPERSONATION”

**E**XHIBITORS having a mailing list may find this letter on “The Great Impersonation” worth mailing to their patrons:—

#### “THE GREAT IMPERSONATION”

Patrons of Paramount Theatre who saw George Melford's fine Paramount picture, “The Wise Fool”, will remember the artistic work therein of James Kirkwood and Ann Forrest. These two featured players again appear in Mr. Melford's latest production, “The Great Impersonation” which will be the feature at this theatre for ..... days beginning next ..... This is one of the biggest picture productions of the year and is well worthy of your attention. The scenes are laid in England, Germany and Africa, and the story—well, it's one of E. Phillips Oppenheim's, and you know what that means. Please come as early as possible if you desire good seats.

Here is a postcard which should be sent so that it will reach theatre patrons not later than the morning of the premier showing of the picture.

#### A PICTURE DE LUXE

We respectfully urge your attendance at the premier display of George Melford's superb Paramount picture production, “The Great Impersonation” featuring James Kirkwood, at the ..... Theatre next ..... This is positively a picture de luxe and from every standpoint of direction, investiture and acting, it has few superiors. To see this photoplay is tantamount to receiving some great unexpected benefit. It is an E. Phillips Oppenheim story of the finest grade. Don't miss it.

Exhibitors should make liberal use of the Press Stories on pages 8 and 9 of this book and when sending them to the motion picture editors of the press, production cuts shown on another page should be forwarded with them. An illustrated story invariably is acceptable.

**Q.**—Who wrote “The Great Impersonation”?—Mary MacS.

**A.**—E. Phillips Oppenheim, one of the best known of contemporary novelists. The novel had a successful run.

**Q.**—Who photographed “The Great Impersonation”?—Jack Z.

**A.**—William Marshall, a lens wizard with a score of successful pictures to his credit.

**Q.**—I saw Fontaine LaRue in “The Lost Romance.” What is her next screen appearance and when?

**A.**—Fontaine LaRue will be seen in the new Paramount picture, “The Great Impersonation”, which comes to this theatre at a date soon to be announced.

## If It's a Paramount Picture, It's the Best Show in Town

Four



A George Melford  
Production

—“THE GREAT IMPERSONATION”—

A Paramount  
Picture



All-Star Cast, Fine Story, Jazzy Reviews



Reviews for Press of  
George Melford's Virile Creation  
“The Great Impersonation”

GEORGE MELFORD'S powerful Paramount picture, “The Great Impersonation”, featuring James Kirkwood, scored an emphatic hit at the theatre last night.

“The story is one that appeals to all classes. It deals with the period just before the great war and shows the political intrigues of the Kaiser and his schemes to perfect his spy system in England. The principal situation provides one of the biggest surprises ever offered, and stamps the story by E. Phillips Oppenheim as one of the cleverest ever written. The picture has a real plot and there is action in every scene.

“The Great Impersonation” Wins

When two men who are alike as two peas meet, something is bound to happen. That is the principal situation in “The Great Impersonation,” which was shown with great success at the theatre yesterday. It is a Paramount Picture produced by George Melford. James Kirkwood plays the dual role of a young German military commandant and an English nobleman, two men who look exactly alike. Fate brings them together and the German, the better to serve the Kaiser, who is planning his great attack on civilization, determines to do away with the Englishman and impersonate him in his own country. But at the finish there is one of the most unusual developments ever seen in a photoplay and one that will surprise the most blasé audience.

Mr. Kirkwood and Ann Forrest are admirable in their respective leading roles. Adequate support are given by Allan Hale, Fontaine La Rue, Winter Hall, Bertram Johns and Truly Shattuck.

“The Great Impersonation” Great

George Melford's Paramount picture production of “The Great Impersonation” in which James Kirkwood is the featured player, and which was displayed at the theatre yesterday, is great. That was the verdict of succeeding audiences. The scenes of the picture are laid in England and Africa and it has a pre-war political plot and an appealing love story for its theme. Ann Forrest proved a charming heroine and the support generally is excellent.

Romantic is Story of  
George Melford's Big Production  
“The Great Impersonation”

EVERARD DOMINEY, a young Englishman, and Sigismund Devinter, later known as Baron Leopold Von Ragastein, are classmates at Oxford and alike in appearance as two peas.

Several years thereafter, Von Ragastein is banished to German East Africa for killing Prince Eiderstrom with whose wife he has had an affair. He is serving as military commandant. Dominey, suspected of slaying a man who has been interfering in his marital affairs, through which Rosamond, his wife, becomes irrational, goes to Africa on a lion hunt and with his companions stumbles exhausted into Von Ragastein's camp.

“THE GREAT IMPERSONATION”

The Cast

Sir Everard Dominey	James Kirkwood
Leopold Von Ragastein	James Kirkwood
Rosamond Dominey	Ann Forrest
Duke of Oxford	Winter Hall
Duchess of Oxford	Truly Shattuck
Princess Eiderstrom	Fontaine LaRue
Gustave Seimann	Alan Hale
Dr. Eddy Pelham	Bertram Johns
Dr. Hugo Schmidt	William Burrell
Roger Unthank	Cecil Holland
Mrs. Unthank	Temple Pigott
Emperor William of Germany	Lawrence Grant

Prince Eiderstrom	Louis Dumar
Prince Terniloff	Frederick Vroom
Princess Terniloff	Florence Midgely

Von Ragastein conceives the idea of poisoning Dominey and assuming his name and station in England and acting as spy for the Emperor. He confers with the latter by wireless and receives orders to go the limit. He makes a sleeping potion and arranges with Dr. Hugo Schmidt to have some natives kill Dominey. The camp is burned, Dominey presumably killed and Von Ragastein proceeds on his way to England. He is joined at Cape Town by Gustave Seimann, a German secret agent and they proceed directly to Berlin where they receive their final instructions from the Emperor.

Ragastein takes possession of Dominey Hall under the name of Dominey. Rosamond Dominey seeks to kill Dominey, but weakens. The Duke of Oxford is suspicious of Dominey whom he suspects to be Ragastein and he notifies Scotland

Leading Players in  
Superb George Melford Production  
“The Great Impersonation”

JAMES KIRKWOOD—Born in Grand Rapids, Mich. Played in stock for several years and began his screen career in 1917. Supported Pauline Frederick in “Innocence.” Scored a hit in “Les Misérables,” and has been successful in many photoplays. Achieved a personal and artistic triumph in “The Wise Fool.” Is featured player in “The Great Impersonation.”

ANN FORREST—Born in Denmark in 1897. Began screen career in 1915. Was in “The Grim Game,” “The Prince Chap” and many other productions. She is a delightful player and has the leading woman's role in “The Great Impersonation.”

WINTER HALL—Born in Christchurch, New Zealand; educated there. Stage career for fifteen years in Australia and New Zealand. Screen experience includes “The Red Lantern,” “The Tree of Knowledge,” “What Every Woman Knows” and many other Paramount pictures.

TRULY SHATTUCK—Born in California. Began stage career as chorus girl in San Francisco. Went to Europe in 1900 and for several years she appeared in George M. Cohan productions. Appeared in vaudeville in this country and abroad and began screen career in 1916. Has fine character part in “The Great Impersonation.”

FONTAINE LA RUE—Born in New York City. Began stage experience as toe and Oriental dancer. Was in stock in Chicago two years. Began screen career in support of Dorothy Gish in “Boots.” Later appeared in Mack Sennett-Paramount comedies and in other photoplay production including “Sins of Rosanne,” “The Faith Healer” and “The Lost Romance.”

ALAN HALE—Born in Washington, D. C., 1892. Was in stock and vaudeville for several years. In motion pictures four years, appearing in Paramount and other photoplays. Has excellent character role in “The Great Impersonation.”

Yard with the result that Dominey is watched.

Here the plot develops into one of the most thrilling and surprising climaxes ever seen in any motion picture. Ragastein's co-plotters are arrested and Rosamond Dominey is restored to reason and happiness.

If It's a Paramount Picture, It's the Best Show in Town

Five

A George Melford  
Production

—“THE GREAT IMPERSONATION”—

A Paramount  
Picture



Press Ads--One and Two Columns--Mats and Electros



A George Melford  
Production  
“The Great  
Impersonation”  
With James Kirkwood  
A Paramount Picture

Accused of being himself!

The story of a man who fooled the world  
by living a perfectly natural life!

In a diplomatic game that leads through  
dark grim ways—watch him through the  
direst intrigue ever conceived by a spy!

A picture crammed with amazing thrills—  
like nothing you’ve seen before!

From the Novel by E. Phillips Oppenheim — Photoplay by Monte M. Katterjohn

2A

A Paramount Picture

‘The  
Great  
Impersonation’

A George  
Melford  
Production

With James Kirkwood

Two-Column Type Ad



Jesse L. Lasky Presents A  
George Melford  
Production  
“The Great  
Impersonation”  
With James Kirkwood  
A Paramount Picture

Two men looked  
exactly alike!  
One, for his country’s  
sake, put the other out  
of the way. Then  
took his place! Which  
one?!!

Thrills for a Year  
Crammed into an Hour!

1A

A  
George Melford  
Production

“The  
Great  
Impersonation”

With  
James Kirkwood

A  
Paramount Picture

One-Column Type Ad

If It’s a Paramount Picture, It’s the Best Show in Town

Six

If It



A George Melford  
Production

—“THE GREAT IMPERSONATION”—

A Paramount  
Picture



## Scene Cuts to Please Motion Picture Fans



James Kirkwood in  
“The Great Impersonation”  
A George Melford Production  
A Paramount Picture

One-Column Production Cut 1 PB



*Every move  
a surprise!  
Every scene  
a sensation!*

Mates in the same college  
—and friends. Spies of  
rival countries—and foes!  
And both looked exactly  
alike!  
One night one of them was  
killed and the other took his  
place. ....Who?  
A romance of love and ad-  
venture that thrills like a  
thunder clap!

Ann Forrest  
Fontaine La Rue  
Alan Hale  
Truly Shattuck

Two-Column Ad with Supplementary Cut 2 AS



Ann Forrest and James Kirkwood in a scene from the Paramount Picture  
“The Great Impersonation” A George Melford Production

Two-Column Production Cut 2 P



Ann Forrest in the Paramount Picture  
“The Great Impersonation”  
A George Melford Production

One-Column Production Cut 1 PA

### If It's a Paramount Picture, It's the Best Show in Town



A George Melford  
Production

## "THE GREAT IMPERSONATION"

A Paramount  
Picture



# Advance and Current Stories for the Press



### SUPERB PRODUCTION IS George Melford's Paramount Picture "THE GREAT IMPERSONATION"

**G**EORGE MELFORD, whose special Paramount productions have a world wide reputation, is responsible for the superb production of "The Great Impersonation," the E. Phillips Oppenheim story featuring James Kirkwood which will be shown at the ..... theatre next ..... for ..... days.

Mr. Oppenheim writes for a big public—probably one of the largest claimed by any English or American author. "The Great Impersonation" is one of his latest tales of mystery, love and intrigue, and it has already gone through several editions. The plot deals with a mysterious mix-up in identities and is concerned with incidents immediately preceding the Great War. There are many extras used in the various scenes which include episodes in German East Africa, the royal court of Berlin and the palatial drawing-rooms of an English mansion.

James Kirkwood, the featured player, has a dual role, appearing both as an Englishman and as a German. In the leading feminine role is Ann Forrest, while Alan Hale, remembered for his fine work in the stage play, "Friendly Enemies," is seen in the chief heavy part. The deposed Emperor Wilhelm, is portrayed by Lawrence Grant. Others in the cast are Fontaine La Rue, Bertram Johns, Winter Hall and Truly Shattuck.

#### ANN FORREST IS PLUCKY

**Before Beginning Work in Picture, She is  
Operated on for Appendicitis**

Fearing an attack of appendicitis might interfere with her work in "The Great Impersonation," George Melford's Paramount production featuring James Kirkwood, which will be shown at the ..... theatre next ..... Ann Forrest, who plays the leading feminine role in the new picture, went to the Good Samaritan Hospital in Los Angeles where she was operated on with success. She began work in the new Melford picture in three weeks thereafter. "The Great Impersonation" is an adaptation of the story by E. Phillips Oppenheim and many prominent players headed by James Kirkwood and Ann Forrest were chosen to portray the various roles. Miss Forrest played opposite Mr. Kirkwood in "A Wise Fool," which was a picturization of Sir Gilbert Parker's novel "The Money Master."

#### "The Great Impersonation" Wins

George Melford's latest Paramount production of "The Great Impersonation," featuring James Kirkwood, has created a profound impression at the ..... theatre where it is the feature this week. It is a delightful photoplay, dramatic and thrilling. Ann Forrest plays opposite Mr. Kirkwood and heads a strong supporting cast.

#### Big Picture Coming

"The Great Impersonation," a big Paramount picture production by George Melford, and featuring James Kirkwood, will come to the ..... theatre today. Ann Forrest is leading woman and heads a competent supporting cast of players.

### WAR ROOM OF THE KAISER Shown in All Its Gruesomeness in "THE GREAT IMPERSONATION"

**T**HE famous war room of the deposed German Kaiser, known as the 'Storeroom of Meloch' is one of the highly picturesque features of George Melford's latest production for Paramount, "The Great Impersonation," which will be presented for the first time at the ..... theatre next .....

This setting, which was constructed and fitted at great expense, is Mr. Melford's conception of the secret Prussian government chamber where models of all the engines, machines, munitions and devices which were perfected for use in the world war were stored. The main chamber is reached by a tunnel, closed at both ends by steel vault doors which are operated by combinations, the same as those in a treasury vault. A sliding panel in the outer room obscures all evidence of an entrance of any kind.

The props with which the vault is fitted were secured after weeks of great effort. Some are from private collections of returned soldiers, some from museums and others from various sources. The collection includes machine guns of all types, large field gun models, revolvers and small arms, guns, shells, hand grenades, large grenades, torpedoes, model submarines and zeppelins, aerial bombs, mines of all kinds and many of the other heinous devices of destruction which were perfected by the Imperial government before the beginning of the conflict.

The furnishings include a large chair which was given to the Kaiser by the Emperor of Austria, a beautiful table desk which was carried off from France by the Germans during the war of 1870, and many other articles of furniture which were brought over from Germany.

#### SCENARIST PRAISES STORY

**Monte M. Katterjohn Asserts "The Great  
Impersonation" is Thrilling**

Monte M. Katterjohn, who adapted E. Phillips Oppenheim's story, "The Great Impersonation," featuring James Kirkwood which comes to the ..... theatre next ..... declares the story is one of the most entertaining he has done in a long time. Ann Forrest has the leading feminine role.

"It is one of those stories," says Mr. Katterjohn, "which you can't drop, once you start reading, until you have finished it. It holds you spellbound by its imaginative quality and by the breathless suspense resultant from the dramatic situations that follow rapidly one upon another. Furthermore, it covers a wide field, with scenes in numerous foreign lands." E. Phillips Oppenheim is one of the most popular of British authors and his tales dealing with international intrigue and diplomatic mysteries are well known everywhere.

#### Last Showings Today

Those who have not seen "The Great Impersonation" which is the bill at the ..... theatre this week, will have the opportunity today when the final showings will take place. It is a superb Paramount production by George Melford, and James Kirkwood and Ann Forrest play the leading roles.

### KIRKWOOD ARTISTIC IN Dual Role of Great Power in Film "THE GREAT IMPERSONATION"

**J**AMES KIRKWOOD, featured player in George Melford's new Paramount production, "The Great Impersonation," which is to be shown at the ..... theatre next ..... has one of the most difficult dual roles ever portrayed on the screen.

The skill required in the portrayal of this role will be understood when one considers the fact that Mr. Kirkwood must enact two racial characters with entirely different characteristics—one a German, the other an Englishman.

The role becomes further involved when, as the story develops, it appears that the German has killed the Englishman and impersonates him in Britain, acting as a spy of the Imperial Prussian government just prior to the great war.

After many thrilling scenes, a smashing surprise develops which is calculated to make the average motion picture fan gasp. It is said this finale is unequalled in interest and dramatic power by any similar situation ever shown in a motion picture. Mr. Kirkwood's portrayal of this difficult role is highly artistic.

This Paramount Picture is an adaptation by Monte M. Katterjohn of E. Phillips Oppenheim's novel. Ann Forrest, Winter Hall, Truly Shattuck, Alan Hale, Lawrence Grant, Fontaine La Rue and other noted players are associated with Mr. Kirkwood in the all-star cast.

#### BARONIAL CASTLE PICTURED

**Dominey Hall a Romantic Feature of  
"The Great Impersonation"**

Dominey Hall, the scene of much of the dramatic action of "The Great Impersonation," George Melford's new Paramount production, is one of the most beautiful sets representing a baronial castle ever constructed for any picture. The scene shows a succession of archways receding into the distance, and occupying half of one of the large stages. Great windows reaching from floor to ceiling, passages and massive fire places all lend an air of antiquity and stability. The walls of the room in the foreground of the set are decorated with trophies of the chase. With striking scenes in East Africa, the chamber known as the storeroom of Meloch, and other sets, this production is filled with effective settings. The story was adapted by Monte Katterjohn from E. Phillips Oppenheim's novel. It will be shown at the ..... theatre next .....

James Kirkwood plays the feature dual role and Ann Forrest is leading woman.

#### Holland in Eccentric Role

Cecil Holland, one of the most famous make-up artists of the screen and the man who made up "Bull" Montana for his role of the ape in "Go and Get It," plays the eccentric role of Roger Unthank, the crazed lover in "The Great Impersonation," George Melford's new Paramount production founded on the novel by E. Phillips Oppenheim, which will be shown at the ..... theatre on ..... next. James Kirkwood is the featured player.

## If It's a Paramount Picture, It's the Best Show in Town

Eight

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A George Melford  
Production

## "THE GREAT IMPERSONATION"

A Paramount  
Picture

### These Press Stories Will Win Motion Picture Fans

#### OXFORD HALL SHOWN IN *Fine Style in Melford Picture* "THE GREAT IMPERSONATION"

OXFORD was temporarily moved to Hollywood, at least a portion of it, and one of the most interesting and accurate settings imaginable was constructed at the Famous Players studio for "The Great Impersonation," a George Melford production, featuring James Kirkwood which will be the bill at the theatre for days beginning next.

Those who have read E. Phillips Oppenheim's popular story will recall that two of the characters meet at the famous British University. In the picture the situation was developed so that one sees not only the famous seat of learning, but has an intimate glimpse of one of the typical blow-outs among the students in their quarters in Magdalen Hall.

In preparing this setting the producer had the advice of not only Sir Gilbert Parker, noted British author, but the assistance of three Oxford graduates, Bertram Johns, a well known character actor, is one of these; Earl McInroy, St. Johns, '05, and Captain Frank Butler are the others. James Kirkwood is the featured player in the production and Ann Forrest has the feminine lead. The supporting cast is excellent.

#### OLD WORLD IN NEW PICTURE

#### "The Great Impersonation" Carries One to Four Quarters of the Globe

When the spectator witnesses the showing of "The Great Impersonation," George Melford's latest Paramount production, which will be shown at the theatre next, he will be carried on the wings of fancy to many different sections of the old world. A jolly room in Oxford college opens the picture, which then cuts to a dense jungle in German East Africa and a thatched cabin in a clearing. From there the film flashes to a Bohemian cafe in Vienna and English exteriors. Then, the audience is carried to the interior of the Kaiser's secret war vault on the Wilhelmstrasse in Berlin at a time just prior to the great war, when the Emperor was storing up his many heinous war machines to execute his plan to conquer the world. Next are seen the quarters of the German ambassador in London and settings representing offices in Scotland yard and other diplomatic headquarters. James Kirkwood is the featured player and Ann Forrest plays opposite him.

#### Replica of Famous Boudoir

A replica of the beautiful boudoir of Marie Antoinette, one of the most famous figures in French history, was constructed for one of the settings for the new Paramount picture, "The Great Impersonation," produced by George Melford. The setting is the boudoir of Lady Dominey, which is played by Ann Forrest. The picture will be shown at the theatre next for days.

#### AFRICAN JUNGLE BUILT *At Heavy Expense for Big Scenes of* "THE GREAT IMPERSONATION"

A PORTION of the jungles of German East Africa were duplicated in an exterior setting built on the Lasky ranch near Hollywood, California, for scenes in George Melford's production, "The Great Impersonation," featuring James Kirkwood, which will be shown at the theatre next.

Inasmuch as a trip to a tropical jungle would have cost a tremendous sum it was decided to build a jungle to order. A site was selected and trees and tropical foliage were transported to the spot. Several days were consumed in the preparation of the setting, which was set up under the supervision of Rudolph Bylek, technical expert for George Melford productions. The jungle was so realistic that George Melford, the director, was badly scratched in trying to penetrate it, and he ordered some of the briars removed.

The story, written by E. Phillips Oppenheim, deals with two men, a German and an Englishman who resemble each other greatly and in its development, one is carried from England to Africa, thence to Germany and again to England. The situations are thrilling and there isn't a dull moment in the picture. Ann Forrest has the leading woman's role and in the cast are Winter Hall, Truly Shattuck, Fontaine La Rue, Alan Hale and many other noted screen players.

#### KIRKWOOD IN DUAL ROLE

#### Player in "The Great Impersonation" is Featured in Production

James Kirkwood, who scored so great a hit in "The Wise Fool" sometime ago, is the featured player in George Melford's Paramount picture production of "The Great Impersonation," based on J. Phillips Oppenheim's novel of the same name, which will be shown at the theatre next. Mr. Kirkwood has a dual role in this picture, and in the course of the action, he is called upon to do some highly dramatic work. Mr. Kirkwood is seen as an Englishman and a German and when the latter, who is a spy in the employ of the Kaiser, causes the Englishman to be presumably slain so that he may assume his name and station, thrilling incidents ensue. There is a surprising finish to the story. Ann Forrest, who played opposite Mr. Kirkwood in "The Wise Fool," has the leading woman's role in "The Great Impersonation." Winter Hall, Truly Shattuck, Fontaine La Rue, Alan Hale and other noted screen players are in the supporting cast.

#### Lawrence Grant as the Kaiser

Lawrence Grant, foremost impersonator of the Kaiser on the screen, who played that role in "To Hell with the Kaiser," again enacts the part of the Prussian Emperor in "The Great Impersonation," a big new George Melford Paramount production from the novel by E. Phillips Oppenheim, which will be the feature at the theatre next.

#### SUPERB SCENE SETS IN *George Melford's Big Production* "THE GREAT IMPERSONATION"

SETTINGS representing many different sections of the globe are seen in the new George Melford production, "The Great Impersonation," featuring James Kirkwood which comes to the theatre next.

The picture opens with scenes supposedly laid in a room in Oxford University in England. Then it takes the spectator to a jungle in German East Africa, through the jungle to a clearing and a thatched cabin. The two principal characters there exchange reminiscences, and scenes in Vienna and England are introduced.

The following scenes show the interior of the Kaiser's secret war room on the Wilhelmstrasse in Berlin, just prior to the great war. The picture then flashes to scenes in London, showing the quarters of the German Ambassador, and then there is seen a setting representing the offices in Scotland Yard and other diplomatic offices.

Other scenes are laid in Dominey Hall, an ancestral castle in England. The set includes a large reception hall, with several adjoining rooms. Other interesting exteriors are a natural location representing Falmouth-by-the-Sea on the English coast; scenes in London five days preceding the declaration of war against Germany; many typical Belgian scenes and a German wireless station on the coast of England. In every respect "The Great Impersonation" is a superb production.

#### "THE GREAT IMPERSONATION"

#### Great Cast Chosen by George Melford for Big Paramount Production

Any Paramount production bearing the name of George Melford as producer, necessarily is well cast. This is especially true of "The Great Impersonation," a new Melford picture which will be shown at the theatre next. The story is based on E. Phillips Oppenheim's famous novel and the adaptation was made by Monte M. Katterjohn. The featured player is James Kirkwood and playing opposite him is Ann Forrest. Both appeared in the leading roles of "The Wise Fool." In the support are Winter Hall, Truly Shattuck, Fontaine La Rue, who won fame by her performance in "The Lost Romance," Alan Hale, Bertram Johns, William Burrens, Cecil Holland, Temple Pigott, Lawrence Grant, Louis Dumar, Frederik Vroom and Florence Midgely. Nearly all of those named are players of reputation and in the thrilling story of "The Great Impersonation," each contributes materially to the success of the exceptionally fine presentation.

#### A Dramatic Picture

A dramatic picture indeed, is "The Great Impersonation," a George Melford Paramount production which is on view to large and admiring audiences at the theatre this week. It is a picture of pre-war intrigue in England, Africa and Germany which, once seen, is not apt soon to be forgotten. James Kirkwood and Ann Forrest play the leading roles with excellent artistic effect.

## If It's a Paramount Picture, It's the Best Show in Town

Nine



A George Melford  
Production

—“THE GREAT IMPERSONATION”—

A Paramount  
Picture



Timely Hint to Showmen Regarding this Production



Exhibitor's Should Caution Their Patrons to Be in Their Seats When the First Scenes of “The Great Impersonation” are Flashed on the Screen

EXHIBITORS who display George Melford's superb Paramount production of “The Great Impersonation,” will do their patrons a genuine service by warning them to see the FIRST scenes of the picture FIRST, and not, as many frequently do, come in late and see the finish of a picture without having seen the opening scenes.

With ordinary motion pictures, this makes little difference, but in the case of “The Great Impersonation,” to see the latter scenes of the production first, is to miss the motif of the photoplay as delineated in the opening scenes. This may in a measure mystify the spectator and the force of the smashing climax is likely to be unappreciated at its full value.

Exhibitors therefore, are urged to request their patrons to be in their seats at the openings of the regular showings, because it is essential that they should absorb the beginning of one of the greatest stories ever screened, and by doing which, they will be afforded the thrills that accompany the development of a picture mystery story such as is developed in “The Great Impersonation”. This is one of the most dramatic pictures ever made.

PRESENTATION

Exhibitors in advertising this attraction should follow the official billing, thus:

JESSE L. LASKY

presents a

GEORGE MELFORD  
PRODUCTION

“THE  
GREAT  
IMPERSONATION”

with

JAMES KIRKWOOD

From the novel by E. Phillips Oppenheim  
Photoplay by Monte M. Katterjohn

*A Paramount Picture*

Exhibitors' Advertising Accessories

FOR

“THE GREAT IMPERSONATION”

All these accessories can be secured from your exchange. Send list of what you want, with check or money order.

POSTERS

One Sheet (B).....\$ .15  
Three Sheets (C and D)......45  
Six Sheet (E)......90  
Twenty-four Sheet (F).....2.50

LOBBY DISPLAY PHOTOS

22 x 28.....\$ .60  
11 x 14 Set of Nine......60  
8 x 10 Publicity, each......10

SCENE CUTS (Coarse Screen)

One Column.....\$ .25  
Two Column......40

SLIDE

Special Announcement Slide.....\$ .15

ADVERTISING CUTS

One Column.....\$ .35  
Two Column......65  
Three Column.....1.35  
Supplementary (Two Column)......25

MATS, ADVERTISING, PRODUCTION, ETC.

One Column.....\$ .05  
Two Column......10  
Three Column (Adv. Only)......15  
HERALDS (Per Thousand).....2.00  
GILT-EDGED FRAMES, size 17 x 45.....1.50  
14 x 20 Inch Insert Cards to fit above......25

Press Books and Music Cues GRATIS.

ACCESSORIES

An unusually fine line of advertising accessories has been prepared for “The Great Impersonation”.

See the three column cut and advertisement on the front cover and the Posters on back cover.

Use the advertising and production cuts shown on Pages 6 and 7.

See the Herald on Page II.

ADVERTISE!

*If It's a Paramount Picture, It's the Best Show in Town*

George Menard  
Production

—“THE GREAT IMPERSONATION”—

A Paramount  
Picture



Novelty Herald To Win Picture Fans



## Who is he?



## Get Them To Ask “WHO IS HE?”

The cut at the left shows the cover which on being turned back reveals the answer as shown in cut at lower right. The story of the picture is told in the second page. The lower left illustration is the back cover and there is space below for name of theatre and date of showing.

SEND TO YOUR EXCHANGE FOR IT.

## *It's a Paramount Picture*





A George Melford  
Production

—“THE GREAT IMPERSONATION”—

A Paramount  
Picture



Attractive Posters to Pull the Crowds



Three-Sheet—C

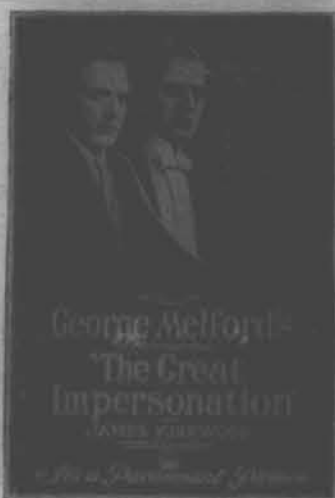


Six-Sheet—B



Three-Sheet—D

Accessories Price List  
will be found on Page  
10 of this Press Book.



One-Sheet—B

EXHIBITORS!

Read the Notice regard-  
ing Caution to Theatre  
Patrons on Page 10.



Twenty-Four Sheet—F

If It's a Paramount Picture, It's the Best Show in Town

LAW OFFICES  
FULTON BRYLAWSKI  
JENIFER BUILDING  
WASHINGTON, D. C.  
TELEPHONES MAIN 885-886

OCT 10 1921

Register of Copyrights,  
Library of Congress,  
Washington, D. C.

I herewith respectfully request the return of the following named motion picture films deposited by me for registration of copyright in the name of

Famous Players-Lasky Corporation

THE GREAT IMPERSONATION (7 reels)

Respectfully,

Fulton Brylawski

The Famous Players-Lasky Corporation hereby acknowledges the receipt of two copies each of the motion picture films deposited and registered in the Copyright Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
THE GREAT IMPERSONATION	10/10/21	L: ©CLL 17066

14 Copies Returned

OCT 13 1921

Bk D

*Ed on Person*

The return of the above copies was requested by the said company, by its agent and attorney, on the 10th day of October, 1921, and the said Fulton Brylawski for himself and as the duly authorized agent and attorney of the said company, hereby acknowledges the delivery to him of said copies and the receipt thereof.

*Fulton Brylawski*

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OCT 13 1921



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National Audio-Visual Conservation Center  
The Library of Congress